

HEINEKEN N.V. PUBLISHES 2015 ANNUAL REPORT

Amsterdam, 18 February 2016 – Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) today announced that it has published its 2015 Annual Report.

The Annual Report of Heineken N.V. is available on HEINEKEN's website:

www.theHEINEKENcompany.com

–ENDS–

Press enquiries

John Clarke
E-mail: pressoffice@heineken.com
Tel: +31-20-5239-355

Michael Fuchs
E-mail: pressoffice@heineken.com
Tel: +31-20-5239-355

Investor and analyst enquiries

Sonya Ghobrial
E-mail: investors@heineken.com
Tel: +31-20-5239-590

Marc Kanter / Gabriela Malczynska
E-mail: investors@heineken.com
Tel: +31-20-5239-590

Editorial information:

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ approximately 73,000 people and operate 167 breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us via @HEINEKENCorp.